Google Power Searching for Better Information Collection and Understanding

Dr. Umesh Arya
Professor, Faculty of Media Studies, Guru Jambheshwar University of Science & Technology, Hisar – Haryana – India

umesharya1973@gmail.com, www.about.me/umesharya Hello-9416346589

Google is undoubtedly one of the most creative technological companies of the 21st century. It has carved a distinct space of its own by offering highly useful technological products which have hugely impacted our daily life. If we carefully read its mission statement which reads "Google's mission is to organize the world's information and make it universally accessible and useful." It simply means that there is a vast amount of information available in the universe and it has to be organised systematically and made available to the users for gainful purposes. No doubt, this is the rephrasing of the famous phrase "winners don't do different things, they do the things differently". Consider the following facts about google.

1. It is third most powerful brand after Apple and Microsoft
2. Global share of 62.7% (2014) in internet search, much bigger than Baidu, Bing and Yahoo.
3. 2006 – Oxford dictionary included GOOGLE as a verb.
4. 16 Billion US dollars profit in 2014.

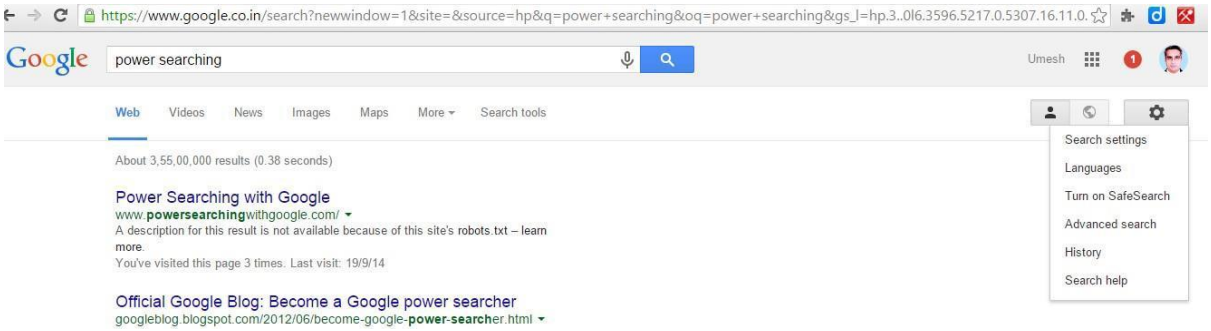
Google search is the most widely known function of google. There are ample of reasons why google searching should be done in a scientific and educationally fulfilling manner -

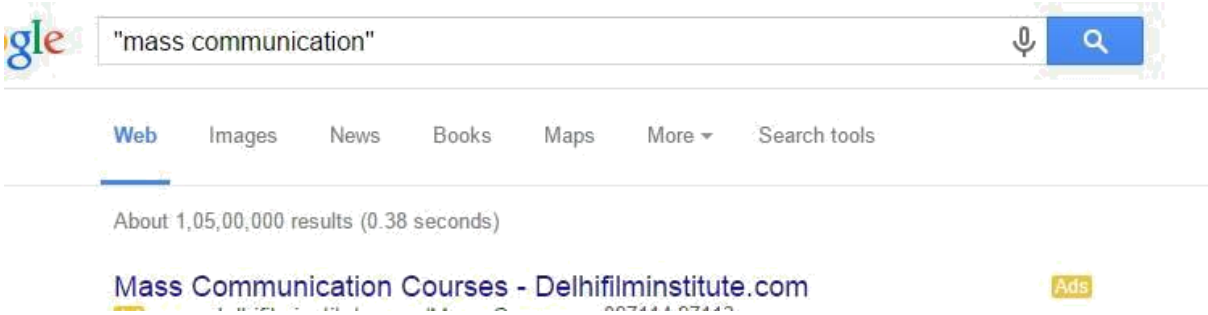
- Growing dissatisfaction of the users with google search because of the vast amount of results.
- 350 crore searches per day, 20% search queries never asked before.
- Searching is 2nd most widely used activity after e-mail.
- Searching generates revenue for google.
- 0.2 gms of CO2 released in every google search.
- 300 crores of worldwide internet users, (8.3%) in India.
- Responsible internet usage.
- Frivolous searching and waste reduction.
- Technology is redefining our lives.

- Information Overload from all directions.

This write up focuses on harnessing the useful google commands which can remove the clutter and provide us the filtered and unadulterated data.

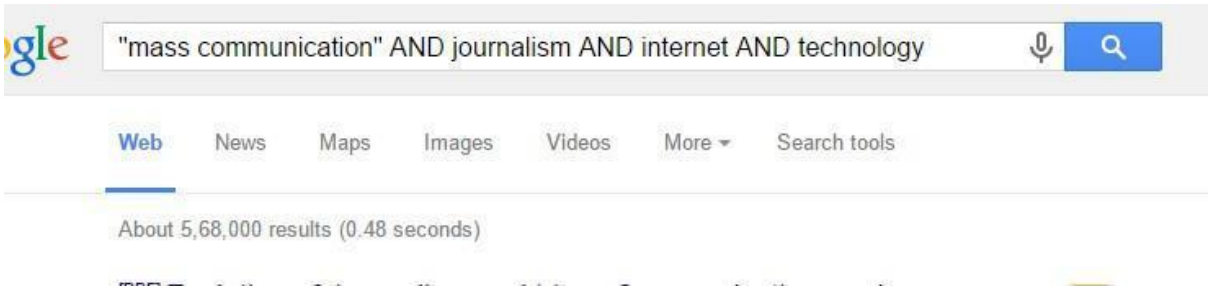
1. Always use advanced search option to select your form of search query pattern, if you are not an expert google power searcher. Advanced search can solve most of your problems but not all hence individual commands learning is strongly recommended which are explained hereafter.





Always search in double quotes if you want results of more than one word in a sequence.

2.

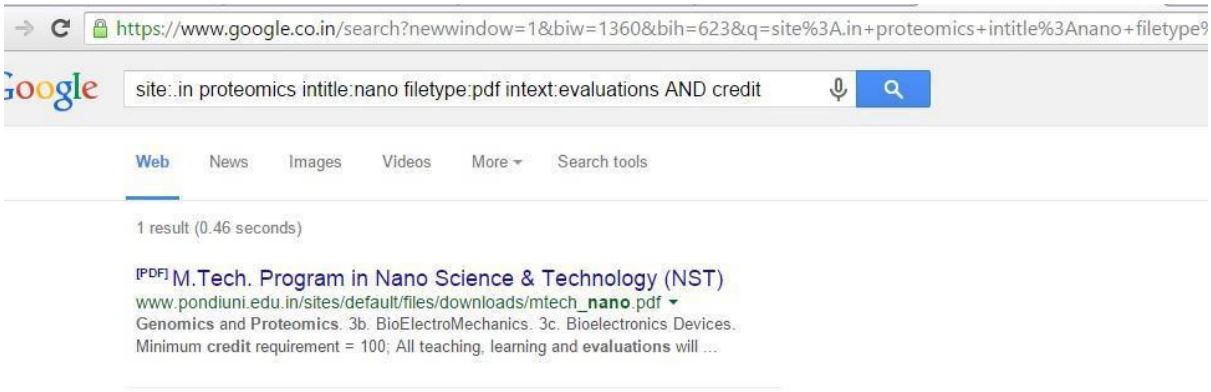


AND command searches the documents having the words as entered in the query.

site:hindustantimes.com inurl:women OR woman AND crime
Web
News
Videos
Images
Books
More
Search tools
About 84,300 results (0.44 seconds)
Soon, women special police officers to check gender crime
www.hindustantimes.com/...women...to...crime/article1-1361769.aspx
Jun 23, 2015 - Ministry officials said that any woman over the age of 21 years and who
... station if they come to know about any case of crime against women.

3. Site command as shown in the above picture searches inside a particular website only. The inurl command searches for that particular word in the website address. The OR command would search the documents having the words after OR.

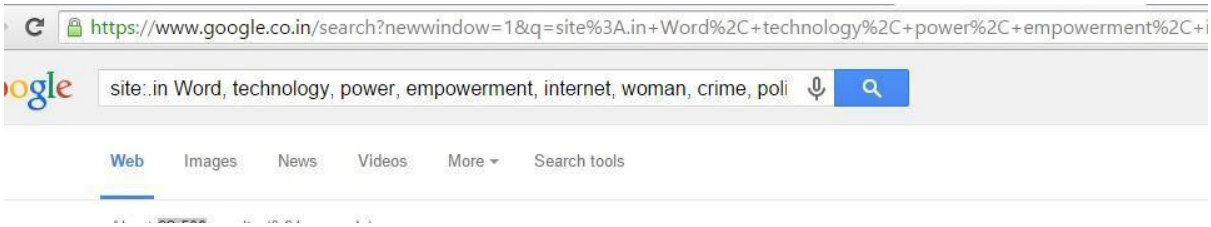
4. Allintitle or intitle command would search the word in the title of the documents.



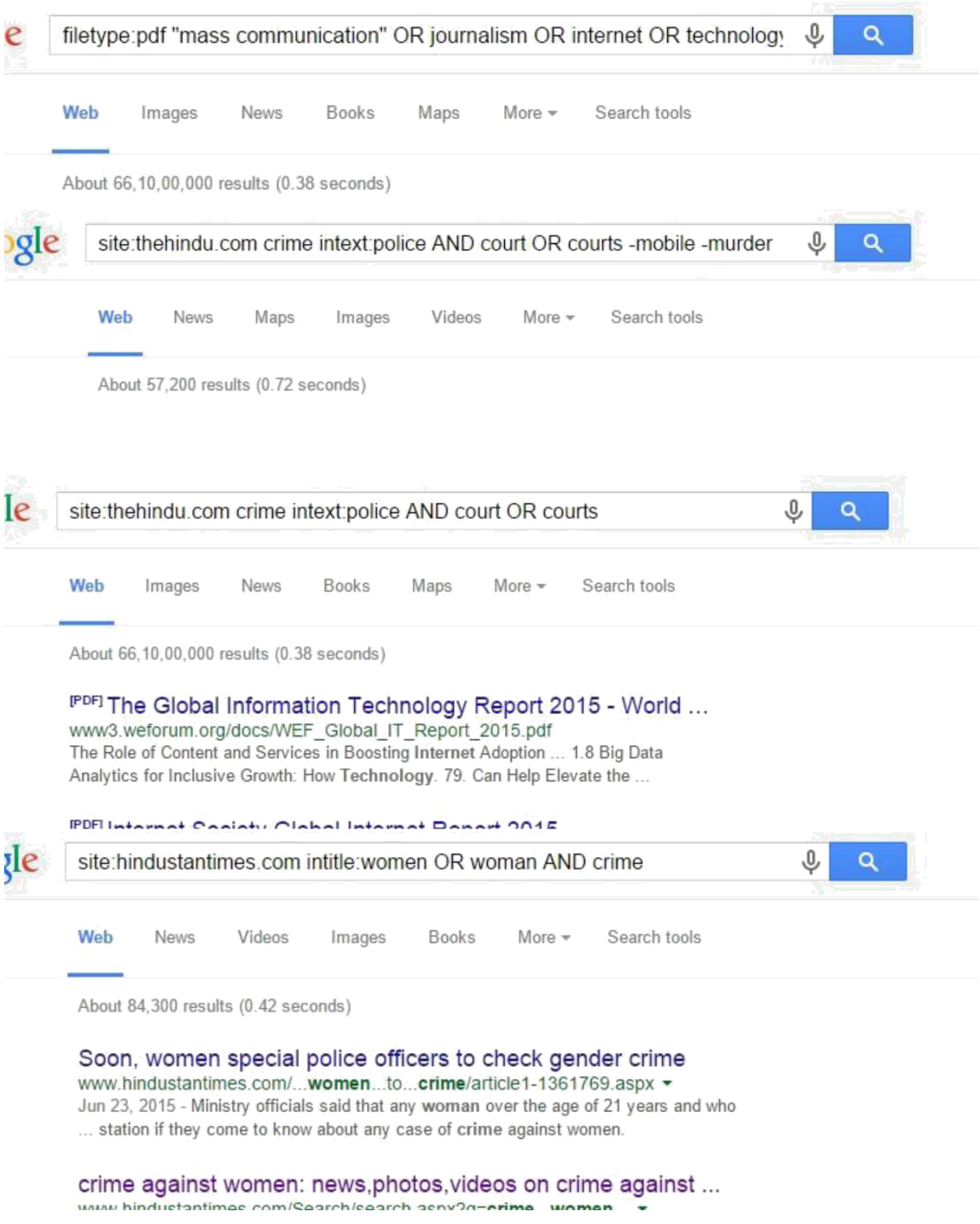
5. Similarly, intext command would search the document having the word in either text or title. A good combination of the commands is displayed above.

A combination of random words with comma or without comma display all the documents on the internet having the word entered in the query.

+



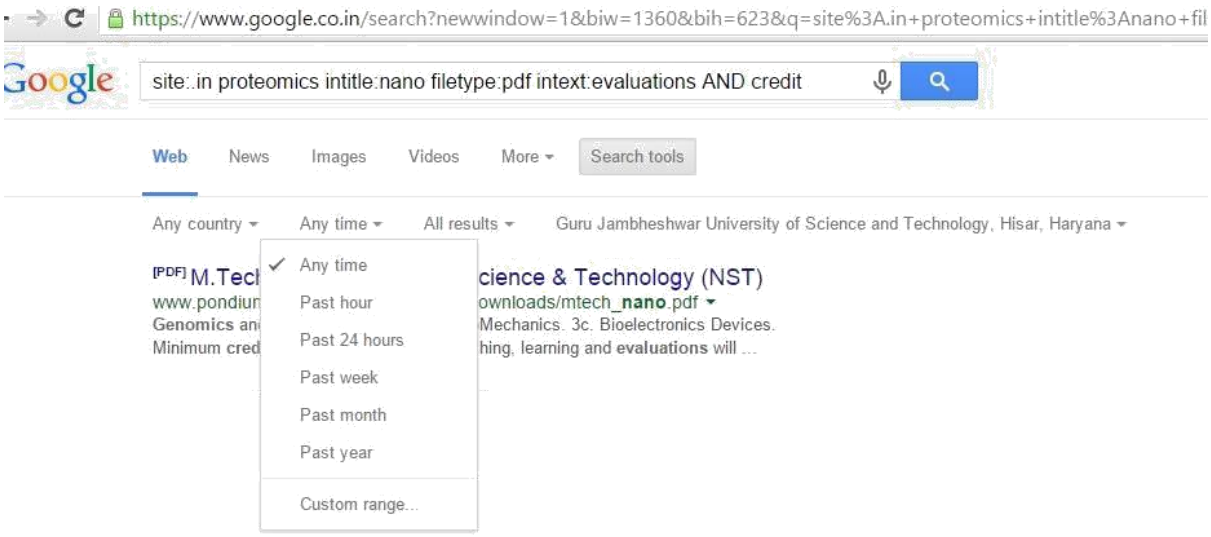
6. We can search by the domain name e.g. site:.in would show results from the India domain. It can be replaced as site:.au, site:.gov, site:.uk etc. etc.
7. Following are a few commands having complex queries. This would be very helpful in practicing the nice jumble of commands.


filetype:pdf "mass communication" OR journalism OR internet OR technolog
Web Images News Books Maps More Search tools
About 66,10,00,000 results (0.38 seconds)
site:thehindu.com crime intext:police AND court OR courts -mobile -murder
Web News Maps Images Videos More Search tools
About 57,200 results (0.72 seconds)
site:thehindu.com crime intext:police AND court OR courts
Web Images News Books Maps More Search tools
About 66,10,00,000 results (0.38 seconds)
[PDF] The Global Information Technology Report 2015 - World ...
www3.weforum.org/docs/WEF_Global_IT_Report_2015.pdf
The Role of Content and Services in Boosting Internet Adoption ... 1.8 Big Data Analytics for Inclusive Growth: How Technology. 79. Can Help Elevate the ...
site:hindustantimes.com intitle:women OR woman AND crime
Web News Videos Images Books More Search tools
About 84,300 results (0.42 seconds)
Soon, women special police officers to check gender crime
www.hindustantimes.com/...women...to...crime/article1-1361769.aspx
Jun 23, 2015 - Ministry officials said that any woman over the age of 21 years and who ... station if they come to know about any case of crime against women.
crime against women: news,photos,videos on crime against ...

intitle:"social media" intext:technology filetype:pdf -court -police -actvitists -sit
Web
News
Images
Videos
Maps
More
Search tools
About 35,300 results (0.67 seconds)
Scholarly articles for intitle:"social media" intext:technology filetype:pdf -court -police -actvitists - site:www.kellyocg.com
Social media in higher education - Selwyn - Cited by 76
Social media and disasters: Current uses, future ... - Lindsay - Cited by 96

8. The minus command as shown in the image above would show the documents which DON'T have the words which are entered after minus command.

9. "Related" command would show the sites which are similar to the one entered after the command. E.g. here the command would return results of other newspapers and magazines.



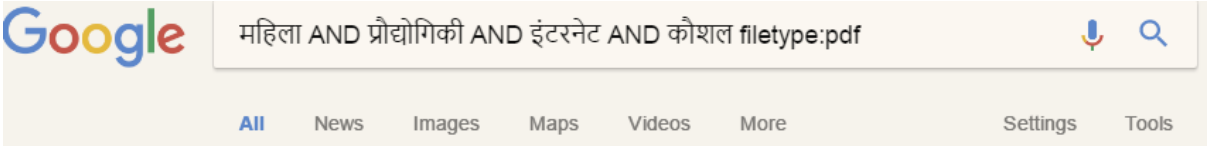
10. All the above commands mentioned until this point can be searched against the time period desired as shown in the image.

11. The AROUND command (as shown in the image) would show the documents having the word “police” within a vicinity of 3 words either on left side or right side of the word “crime”. Is, am, are, was, were, of, the from, etc are excluded from this search.

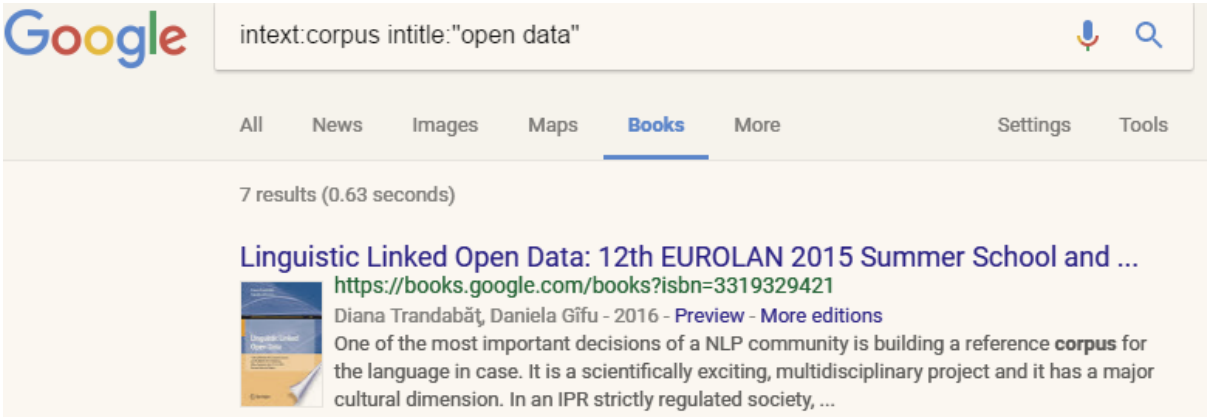
A few things may be taken care of while using GPS (Google Power Searching) –

1. The commands can be combined irrespective of the sequence and length. However, the increased complexity may lose the sight of the research objective.
2. The commands cannot be self designed by you as these are Boolean operators and the google servers recognize them as such (e.g. AND not “and”).
3. Spaces and continuity in the commands should be taken care of meticulously as the results may change drastically if the command is not entered properly.
4. Search can be done in regional languages also.
5. One google search releases 0.2 grams of carbon dioxide in the atmosphere hence it is advisable to use google search with disretion.
6. Same set of commands would work on all google products like www.scholar.google.com, You tube, Google news (www.news.google.com) and google books (www.books.google.com

7. Double quotes commands, AND & OR commands are universal commands like Ctrl V and Ctrl C. These work well in other search engines also.
8. The increased complexity in commands beyond a limit is likely to produce wrong results as we may not be able to comprehend the full design of the command.
9. It is advisable to test a few results after running the command in order to ensure the correct results.
10. If unsure, then go the “advanced search” in the “settings” and search from there but it doesn’t support all form of power commands.
11. Google by default searches the “All” (shown in the image). However, the search can be expanded to include, images, videos, maps, books etc.



12. Google search with images is quite useful as explained in the DMRM part -1.
13. www.books.google.com would fetch highly beneficial results from millions of books available. The command written underneath produces only seven results and when opened, the keywords would be highlighted in the text to give a contextual snapshot for better understanding.


Google
intext:corpus intitle:"open data"
All
News
Images
Maps
Books
More
Settings
Tools
7 results (0.63 seconds)
Linguistic Linked Open Data: 12th EUROLAN 2015 Summer School and ...
https://books.google.com/books?isbn=3319329421
Diana Trandabăţ, Daniela Gîfu - 2016 - Preview - More editions
One of the most important decisions of a NLP community is building a reference corpus for the language in case. It is a scientifically exciting, multidisciplinary project and it has a major cultural dimension. In an IPR strictly regulated society, ...